



# Handi-NEWS & NOTES



July 2005

## HAPPENINGS IN THE PARKS!

### Wehr Nature Center

#### Prairie Days Adventures

July 17 - For Families

July 19 - 21 - For Youth Groups

Call 414-425-8550 for fees and further information



Join Wehr Nature Center as we journey back to the past at our annual Prairie Days that celebrates the beauty and history of the tallgrass prairie by recreating life in late 1800's Wisconsin. Visitors can stroll through Wehr's prairie during its peak summer bloom, listen to the Native American stories, help spin wool yarn, make corn husk dolls and much more.

#### Butterfly Count

Sunday, July 10, Time: 9:00 a.m. - 2:00 p.m.

Butterfly enthusiasts 12 and up are invited to pick up their nets and swoop! Counters will be dispatched to several locations for this day tally. Choose either a half or whole day to count. No experience is necessary. Training will be provided.

*Call 414-425-8550 for Registration Deadlines, Program Details and Fee Information*

### Boerner Botanical Gardens

#### FREE Garden Walk – Star Spangled Garden – Heroes & History

July 6 - Garden Walks are free to the public and start at 5:30 p.m. in the Atrium of the Education & Visitors Ctr.

#### Growing Gardeners - (Ages 3, 4 & 5): Dragonfly Dash

July 9 - Dashing and darting about the dragonflies have a story of their own to tell. Make your own planting that will provide a safe place for the dragonfly and enjoy helping them get to the finish line! Pre-registration is required, please call 414-525-5653.

#### Motor Coach Trip - Frederik Meijer Gardens and Sculpture Park – Lake Express Ferry

July 12 - Join us on Milwaukee's very own Lake Express High Speed Ferry and experience the beauty of

Frederik Meijer Gardens and Sculpture Park in Grand Rapids, MI. For more information or to pre-register, please call 414-525-5653.

#### Growing Gardeners - (Ages 3, 4 & 5): Dragonfly Dash

July 12 - Dashing and darting about the dragonflies have a story of their own to tell. Make your own planting that will provide a safe place for the dragonfly and enjoy helping them get to the finish line! Pre-registration is required, please call 414-525-5653.

#### FREE Garden Walk – Daylilies – From the Ditch to the Garden

July 13 - Garden Walks are free to the public and start at 5:30 p.m. in the Atrium of the Education & Visitors Ctr.

#### Garden Walk – Outdoor Classroom Garden Art for Year-round Interest

July 19 - Enjoy a combination of classroom information followed by a related tour of the Gardens with experts in their field. For more information or to pre-registration, please call 414-525-5653.

#### 2005 Summer Camp at Milwaukee Public Museum – July 19 – 23 Crazy Creative Color

July 19 - Pre-registration is required through the Milwaukee Public Museum.

#### FREE Garden Walk – Shady Garden Borders

July 20 - Garden Walks are free to the public and start at 5:30 p.m. in the Atrium of the Education & Visitors Ctr.

#### FREE Garden Walk – Sun Lovers in Your Gardens & Borders

July 27 - Garden Walks are free to the public and start at 5:30 p.m. in the Atrium of the Education & Visitors Ctr.

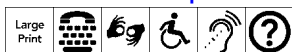
#### FREE Family Garden Walk – Harry Potter's Birthday Bash!

July 31 - It's Harry Potter's birthday and we're throwing a party! While Harry is on summer holiday from *Hogwarts School of Witchcraft and Wizardry*, the Gardens will be magically transformed into a July 31<sup>st</sup> birthday party that is sure to be remembered. Sponsored by Harry W. Schartz Bookstores. For more information, please call 414-525-5653.

*Dates and topics may change, please call 414-525-5653 to confirm and pre-register.*

**MILWAUKEE COUNTY OFFICE FOR PERSONS WITH DISABILITIES**

Telephone: 414-278-3932 (VOICE); 414-278-3937 (TDD); 414-278-3939 (FAX)



COURTHOUSE, 901 N. 9<sup>TH</sup> STREET, ROOM 307-B • MILWAUKEE, WI 53233  
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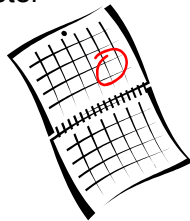


July 2005

## REC ROOM WEBSITE

[www.county.milwaukee.gov/recreationcalendar](http://www.county.milwaukee.gov/recreationcalendar)

Visit the Rec Room, Milwaukee's master recreation website calendar. This is your one stop, one shop location for activities taking place in the area. Calendars are updated daily so visit us often. Agencies are invited to submit their information. E mail [bbannon@milwcnty.com](mailto:bbannon@milwcnty.com).



## "WATER TOWER VIEW"

### Housing for Seniors with Hearing Loss

The Southeastern Wisconsin Deaf Senior Citizens (SWDSC) have partnered with Cardinal Capital Management, Inc. to develop and build the first affordable apartment community for deaf, hard of hearing, and deaf-blind seniors. Construction was begun in January of 2005, and just six months later the building exterior is nearing completion. Much of the brick work is done on the three story building, located on the Woodland Ridge senior housing campus at 88<sup>th</sup> and Howard Avenue in Greenfield, Wisconsin. Reservations for the apartment homes are coming in steadily, and it is expected that the building will be fully occupied by the time of the grand opening in October, 2005. New residents and family members will have no trouble locating the building, as it is just under the Greenfield water tower, as the name implies. The apartment units will be designed for comfort and security, and incorporate many new features that aid visual communications.



The management staff themselves are deaf who lipread, use speech and sign fluently. They are

influencing their fellow hearing staff about working with residents who will be deaf, hard of hearing or deaf-blind.

Carol Comp is our Resident Manager for Water Tower View (WTV). Recently she was in the management office when an oral deaf senior came in. When she realized that the person she was talking with was also deaf and uses speech and lipreading and will be the WTV Resident Manager, the senior became ecstatic because she knew now her access needs will be met.

We recognize that many of those with hearing loss in "regular" senior citizen apartments tend to be isolated and frustrated. They do not understand why and may not have the confidence to speak up to ask for help. On top of that the family does not know how to acknowledge the needs of their family member. Telling a person to turn up their hearing aid is not always the solution!

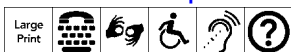
We are attempting to think outside of the box to come up with solutions that people find in existing senior citizen apartments. We have incorporated sound bat insulation within the walls of the units and the hallway, which will contain louder sounds coming from TVs and stereo equipment. This will reduce or eliminate vibrations that are usually felt. WTV will have a "one of a kind" interactive video intercom system in place. Videophones will be provided in each unit to allow residents to visually identify a visitor in the lobby. The videophone with caller-id capabilities can be used either auditorily or to visually communicate with other tenants within the building. We will also have a loop system in the building Community Room, to assist hearing aid wearers.

If you are interested in receiving more information about this exciting housing opportunity, please call, TTY 888-532-4130, or email: [ccomp@cardinalcapital.us](mailto:ccomp@cardinalcapital.us), or [kvoss@cardinalcapital.us](mailto:kvoss@cardinalcapital.us).

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July 2005

## HELP WANTED!!!

### Weekend Rental Manager

The Wil-O-Ways are looking for a fill-in weekend rental manager to manage the buildings during public rentals. Duties include opening and preparing the building before the rental, serving as the contact person during the rental, assuring that the guests are abiding by the building rules and ensuring their safety. "We want to promote the concept of ability and would prefer hiring people with disabilities for these positions, said Bridget Bannon, Community Recreation Coordinator. "Hiring rental managers with disabilities has been a very positive experience," she stated "We have increased our rentals 66% from 2002 to 2004 and a lot of that is repeat business. I interpret that to mean the managers have done an exceptional job representing Milwaukee County and making our guests feel welcome, Bannon said. For more information e-mail Bridget Bannon at [bbannon@milwcnty.com](mailto:bbannon@milwcnty.com) or call 414-278-3938.

## RUMMAGE SALE RAISES PROGRAM DOLLARS

Gus Gnorski featured our Memorial Day Rummage Sale at the two Wil-O-Ways and the University of Wisconsin Extension brought in tomato plants that were given to the first 200 people who came. The effort raised over \$2,000. The money will be used to provide upcoming programming including a Christmas bus tour to the Festival of Lights. Many thanks to the volunteers, rummage contributors, shoppers and the Extension for a wonderful event.



## WIL-O-WAY RECREATION PROGRAM WINS AWARD

The Public Policy Forum has selected the Milwaukee County Office for Persons with Disabilities as its recipient of a Special 2005 Innovation Award for Quality of Life.

The Public Policy Forum honors cooperation and teamwork at its annual "Salute to Local Government" awards ceremony. The nomination emphasized the partnerships the Office has formed with its primary direct services contractor, Easter Seals Kindcare, Inc. Through their cooperative efforts since 2002 the Will-O-Way Recreation Program has grown 110%. The program had an attendance of over 19,000 during 2004.

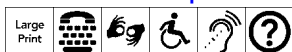
Emphasis was given to the wide network of other partnerships that have enabled the program to grow in both quality and quantity. Goodwill Industries, the Private Industry Council, UW-Extension, Milwaukee County Parks and Disability Services Division have contributed staffing and funding that has enabled the program to expand. Community groups such as the Rolling Dice and Wings of Corporate Love have generously supported special events for participants. For more information go to the Rec Room calendar at [www.county.milwaukee.gov/recreationcalendar](http://www.county.milwaukee.gov/recreationcalendar) or [www.eastersealskindcaresew.com](http://www.eastersealskindcaresew.com).

## DEAF & HARD OF HEARING ALLIANCE

DHHA is a newly formed organization that promotes personal growth within the Signing (Deaf) community while respecting culture, language, and a visual environment. They emphasize the use of American Sign Language and are offering classes for adults and children at the Wil-O-Way Underwood facility. For more information go to [www.DHHA-wi.org](http://www.DHHA-wi.org) or see the Rec Room calendar at [www.county.milwaukee.gov/recreationcalendar](http://www.county.milwaukee.gov/recreationcalendar)

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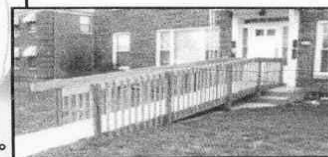
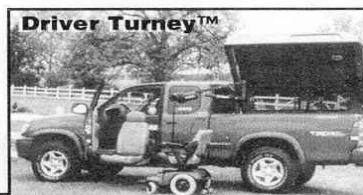
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**CUDAHY**

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1995 E. Norse Ave.

Call For Saturday Hours

**1 800 454-3828**

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## GATHER YOUR FRIENDS AND BRING 'EM OUT TO A BREWERS GAME IN 2005!

JULY							AUGUST						
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat
					1 pit 7:05	2 pit 6:05		1 @nym 6:10	2 @nym 6:10	3 @nym 11:10	4 @phi 6:05	5 @phi 6:05	6 @phi 6:05
3 pit 1:05	4 @fla 5:05	5 @fla 6:05	6 @fla 6:05	7 @fla 12:05	8 @atl 6:35	9 @atl 6:05	7 @phi 12:35	8 stl 7:05	9 stl 7:05	10 stl 1:05	11 cin 7:05	12 cin 7:05	13 cin 6:05
10 @atl 12:05	11 ALL STAR GAME at Detroit	12 ALL STAR GAME at Detroit	13 ALL STAR GAME at Detroit	14 dc 1:05	15 dc 7:05	16 dc 6:05	14 cin 1:05	15 @col 8:05	16 @col 8:05	17 @col 8:05	18 @hou 7:05	19 @hou 7:05	20 @hou 6:05
17 dc 1:05	18 @stl 7:10	19 @stl 7:10	20 @stl 7:10	21 @cin 1:10	22 @cin 6:10	23 @cin 6:10	21 @hou 1:05	22 fla 7:05	23 fla 7:05	24 fla 7:05	25 atl 1:05	26 atl 7:05	27 atl 6:05
24 @cin 12:5	25 az 7:05	26 az 7:05	27 az 1:05	28 sf 7:05	29 sf 7:05	30 sf 6:05	28 atl 1:05	29 pit 7:05	30 pit 7:05	31 pit 1:05			

■ home □ away (i) interleague

All games cst. Game times subject to change.

### JULY & AUGUST PROMOTIONS

#### Post Game Fireworks Extravaganza Saturday, July 2

All fans are encouraged to stay after the Brewers vs. Pirates game to view a spectacular fireworks display, courtesy of Goodwill Industries of Southeastern Wisconsin.

#### Doug Davis Kids Mini Bobble Sunday, July 3

The second in a series of four Mini Bobbles, the first 10,000 kids 16 and under will receive a mini bobble doll of Doug Davis, courtesy of Sentry Foods. Limit one bobble doll per child, not per ticket.

#### 2nd Annual Picnic at Miller Park Thursday, July 14

Purchase your tickets to attend the Brewers Charities "Picnic at Miller Park" following the game against the Washington Nationals. For details, call 414-902-4403.

#### Rollie Fingers All Fan Bobble Head Saturday, July 16

All fans in attendance will receive a collectible Brewers bobble head doll, featuring former Brwers player Rollie Fingers.

#### Walk of Fame Tuesday, July 26

The Brewers will induct Harvey Kuenn and Don Money as 2005 inductees in the Miller Park Walk of Fame.

#### Adult Brewers Cap, Courtesy of Culver's Friday, July 29

The first 15,000 fans 18 and older will receive an adjustable Brewers cap.

#### Chevrolet Brewers Adult Key Chain Saturday, July 30

The first 15,000 adults 17 & over will receive a Chevrolet - Brewers Key Chain, compliments of Chevrolet.

#### Skippy Kids Lunch Box Sunday, July 31

The first 10,000 kids 16 and under will receive a Brewers metal lunch box, compliments of Skippy and Ragu.

#### Adult Baseball Cap Friday, August 12

The first 15,000 fans 21 and older will receive a Brewers cap, courtesy of Miller Lite and the Miller Brewing Co.

#### Lyle Overbay All Fan Bobble Head Saturday, August 13

All fans in attendance will receive a collectible bobble head doll, featuring Lyle Overbay.

#### Ned Yost Kids Mini Bobble Sunday, August 14

The third in a series of four Mini Bobbles, the first 10,000 kids 16 and under will receive a mini bobble doll of Ned Yost, courtesy of Sentry Foods. Limit one bobble doll per child, not per ticket.

#### Turn Back the Clock Friday, August 26

The clock will turn back to the Milwaukee Braves era and the Brewers will sport the uniform of the Braves as prices roll back.

#### Bernie Brewer Birthday Party Sunday, August 28

The first 10,000 kids 16 and under receive a Bernie Brewer Back-to-School Notebook.

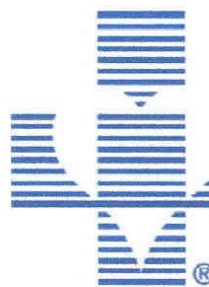
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## VAN FOR SALE

Fully accessible 1985 Ford Econoline 150 full size van with raised roof and extended, remote-controlled side doors. Hand controls for driving and 90 degree swivel driver's seat for easy transfer. 1997 model remote-controlled Braun hydraulic swing out lift. New parts under the hood include fuel pump, muffler, rebuilt carburetor, alternator, gas tank for excellent running at 94,000 miles. Air conditioning, curtains & tie downs. \$6,600. Call Ron, **414-445-8677**

## VAN FOR SALE

1993 Dodge Caravan, new tires, fuel pump, chair/scooter lift, hand controls. 40,000 Miles on transmission. \$2,850.

Call @ **262-797-9624**

## VAN FOR SALE

1998 Dodge Grand Caravan, 59,000 miles, fully automatic Crow River lift, w/c tiedowns, keyless entry, power windows & locks, air conditioning, cruise, AM/FM cassette, much more. \$9,000

Contact Judy after 6pm @  
**262-692-2830**  
[gardenergirl48@hotmail.com](mailto:gardenergirl48@hotmail.com)

## STANDING TABLE & SCOOTER FOR SALE

Standing table, 3 years old. Paid \$3,700 new, asking \$1,000. Legend scooter w/ charger, 1/2 year old. Paid \$3,500 new, asking \$1,700.

Call Jeff @ **920-231-0128**

## FOR SALE BY OWNER

*Universal Design ranch home on the Eagle River chain in Northern Wisconsin.*

New 3 bedroom, 2 bath home built wheelchair friendly. Roll-in shower, wide doors, recessed kitchen sink. Home sits on wooded one-acre lot with 125 foot frontage on Eagle River. \$349,000 Please call (262) 679-3839

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## CONDO FOR SALE

East Side wheelchair accessible, five room, 2 bedroom, 1 full bath, condo for sale. Near Lake Michigan, parks, stores, restaurants and theaters. The address is 1830 E. Kane Place, Milwaukee WI 53202. MLS #741252. Listing Price: \$275,000. Interested parties can contact:

Mark @ **414-617-2418**, or  
Patti @ **414-224-1600**

## CONDO FOR SALE

Two-bedroom, two bath, open concept condo in East Field Subdivision (11 South First Street, Oostburg, WI), built in 2004. It was occupied for 2 months. Condo has central air, handicap features including chair lift on open stairway, wheelchair accessible shower and sink in ceramic tiled bathroom, and large deck with ramp. Finished basement has exposed windows facing a pond, and future third bathroom, which has plumbing roughed in for toilet and sink. All appliances included. Will sell for cost. Available immediately.

Call Jim TeStroote @ **920-889-6344** for showing

## POWER WHEELCHAIR FOR SALE

Bruno Model 2300 Power Wheelchair with ProControl seat back and Quadro inflatable cushion seat, extras. 3 Years old, used once outside the home. Asking \$2,400.

Call Nick @ **262-549-9599**

## POWER WHEELCHAIR FOR SALE

Action Power 9000 power wheelchair for sale. Size is adult standard. Seat width = 18" wide. Comes with a backpack and cushion.

Call @ **262-691-2598**

## SCOOTER FOR SALE

Solo scooter with charger. Maroon and white, 3 years old, hardly used. Asking \$800 or best offer. Must sell!

Call @ **414-347-0652**

## SCOOTER FOR SALE

Invacare Panther scooter. Needs front end work. New batteries & new motor. Runs fine. Asking \$400.

Call @ **414-762-9202**

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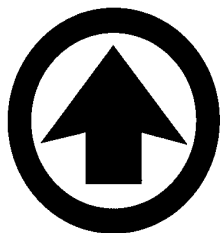


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# Find The County Elected Officials

H I E L M G C D D K L D O C R Y A N Q C  
J X I M H A A O C J I E L S M V O W E L  
R A Y H H A Y I N M G Q D L F O A S U V  
S N K V P N R O I H U V I N I M A O T I  
Y C X F S E Z T W K O X G Y I R A X Y V  
Q J N H D E R V J I D L Z L Z U V H M M  
T G Q O T I S D S J T J L Y B H Q Y L H  
T S R I J P V H G P C R V O Y Y D E S Q  
I B H E D I H Q D J B R E Y W F U U Z A  
M W V S E N O J S G G O C B J A M C Q C  
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C N Y K L E W I C Z I J A R Z L J M E L  
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Q P J L T A P J O F R H E C B Y U T W K  
Z S R E C M N D U V O V T N O S N H O J  
O L F U S I W N A N B I T S C P N C K S

**Hint:** There are 26 elected officials in Milwaukee County Government, however two officials share the same last name. So, you're looking for 25 last names. Visit: [www.milwaukee.gov](http://www.milwaukee.gov) and select the "County of Milwaukee" site for further help.

When completed mail to: OPD, 901 N. 9<sup>th</sup> Street, Room 307-B, Milwaukee WI 53233 to be eligible for a prize.



# July



# 2005

## MAKING MUSICAL INSTRUMENTS

Cost: \$25  
6 to 7 pm  
Tuesdays, July 5-26  
St. Marcus House



## BBQ & DANCE

Cost: \$8  
6 to 8 pm  
Friday, July 8  
MCFI Main Campus



## MINI GARDEN

Cost : \$5  
6 to 7:30 pm  
Wednesday, July 6  
MCFI Main Campus



## MOVIE NIGHT

Cost: \$5  
6 to 8 pm  
Wednesday, July 27  
MCFI Main Campus



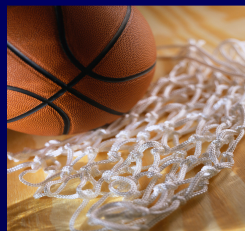
## FISHING

Cost: \$10  
9:30 to 11:30 am  
Saturday, July 9  
Scout Lake



## BASKETBALL CLINIC

Cost: \$7  
9:30 to 11:30 a.m.  
Saturday, July 16  
Location: TBA



Transportation is "on your own."  
Any person who needs personal care support needs to have a caregiver attend with them. Caregivers may attend free of charge.



**TRY SOMETHING NEW!**

**Join us for these great events!**

**CALL  
414.937.2100  
TO RESERVE  
YOUR SPOT  
TODAY!**



# Handi-NEWS & NOTES



## Publication Deadlines

Issue	Paper Copy	Electronic Copy
January	December 10	December 27
February	January 10	January 27
March	February 10	February 27
April	March 10	March 27
May	April 10	April 27
June	May 10	May 27
July	June 10	June 27
August	July 10	July 27
September	August 10	August 27
October	September 10	September 27
November	October 10	October 27
December	November 10	November 27

## Advertising Rates

Size	1X	3X	6X	12X
Full Page	\$136	\$369	\$710	\$1,392
½ Page	\$72	\$195	\$375	\$735
¼ Page	\$38	\$103	\$200	\$388
1/8 Page	\$20	\$54	\$106	\$204
1/16 Page	\$12	\$33	\$64	\$123

## Advertising Procedure

Please circle the month, in the Publication Deadlines chart, in which you'd like your ad to begin running in Handi-NEWS & NOTES. Please also circle the ad size (i.e., Full Page, ½ Page, ¼ Page, Etc.) and the number of months (i.e., 1X, 3X, 6X, or 12X) you'd like the ad to run.

Please make out a check for the proper amount (i.e., ½ Page ad / 3X = \$103; 1/8 Page ad / 12X = \$204) and mail it along with your ad. Please make your check payable to:  
**Milwaukee County Treasurer.**

Mail to: **Office for Persons with Disabilities, 901 N. 9<sup>th</sup> Street, Room 307-B, Milwaukee WI 53233.**

## Ad Details

- ☐ Camera ready ad enclosed
- ☐ Text enclosed, HNN prepare ad
- ☐ Business card enclosed
- ☐ Logo enclosed (appropriate size)

## Contact Information

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Contact: \_\_\_\_\_

**Reach over 7,000 individuals –  
each month!**

## Why Advertise To Individuals With Disabilities?

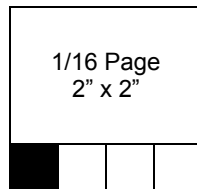
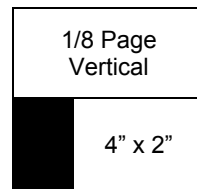
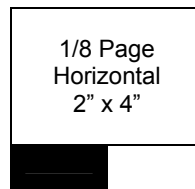
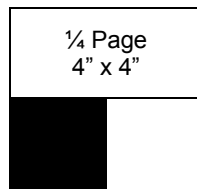
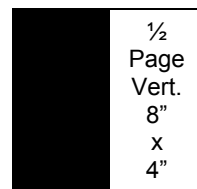
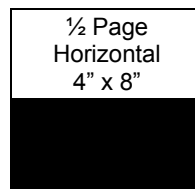
According to the 2000 U.S. Census there are over 48.9 Million Americans with disabilities. This represents 19.4% of the total population of the United States. In other words, nearly 1 in 5 Americans has some sort of disability.

Of the aforementioned individuals, over 950,000 reside in the State of Wisconsin, and of those over 290,000 reside in the metropolitan Milwaukee area.

When you advertise to the individuals with disabilities in the metropolitan Milwaukee area you are placing your products/service before individuals with over **\$4.4 billion** worth of purchasing power on an annual basis.

Why advertise to individuals with disabilities? Because advertising to individuals with disabilities makes good business (dollars and) "cents."

## Ad Sizes: (height x width)



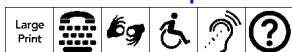
## Questions?

If you have any questions, concerns or problems, please contact Handi-NEWS & NOTES. Contact Tim Ochnikowski at 414-278-3930 (Voice) or [tochnikowski@milwcnty.com](mailto:tochnikowski@milwcnty.com).

May 2004

**MILWAUKEE COUNTY OFFICE FOR PERSONS WITH DISABILITIES**

Telephone: 414-278-3932 (VOICE); 414-278-3937 (TDD); 414-278-3939 (FAX)



COURTHOUSE, 901 N. 9<sup>TH</sup> STREET, ROOM 307-B • MILWAUKEE, WI 53233  
[tochnikowski@milwcnty.com](mailto:tochnikowski@milwcnty.com)

# Handi-NEWS & NOTES

## Advertising Criteria

- I. In general, the following policies are meant to protect the interests of Milwaukee County while maximizing the revenues received from compliant advertisers. In no way are these policies meant to deny or in any way limit the rights advertisers have as guaranteed by the First Amendment of the Constitution of the United States.
- II. The following types of advertising are prohibited:
  - A. Advertising that advocates violence, crime and anti-social behavior, or presents violence or crime as erotic, entertaining, amusing or appropriate.
  - B. Advertising that promotes pornography or businesses that traffic in pornography. This applies to advertising X-rated movies.
  - C. Advertising that portrays individuals with characteristics protected under federal law as inferior or contemptible because of those protected characteristics.
  - D. Advertising that states or implies the endorsement of a product or service by the Commission and/or Handi-NEWS & NOTES.
  - E. Advertising that is obscene (i.e. patently offensive sexual material lacking literary, social, artistic and/or political value, that appeals to the prurient interest of a person of average sensibilities).
  - F. Advertising that is false, misleading, deceptive or relates to an illegal activity.
  - G. Advertising which includes language that is obscene, profane or libelous.
  - H. Advertising that is vulgar or is intended to be disreputable to a person, business or organization.
  - I. Advertising that appears as graffiti, gang signs or symbols, encourages graffiti, or appears to encourage or implies the destruction or marking of property of any sort. Copy and graphics using "graffiti style" art may be deemed acceptable if, in the judgment of Handi-NEWS & NOTES officials, such style art does not imply or appear as destructive, malicious or inappropriate in its context (e.g. the 1993-1994 Neon "Hi" introduction campaign would not be acceptable; the 1994 "Hang Tough" campaign is accepted).
- III. Alcoholic beverage advertising will be accepted; however, the following guidelines are to be followed:
  - A. Alcoholic beverage advertising may not exceed 20% of space in any given month.
  - B. All alcoholic beverage advertising accepted must contain a responsible drinking message.
  - C. Appropriateness of alcoholic beverage ads will be judged on the way the product is presented. For example, copy or graphics that do not portray responsible use by legal age groups will not be deemed acceptable.
  - D. Handi-NEWS & NOTES officials will be the final judge of the appropriateness of alcohol beverage advertising.
  - E. At the discretion of Handi-NEWS & NOTES, space may be sold and/or otherwise provided featuring an alcoholic beverage brand and/or company when the brand and/or company is a major sponsor of an event. In the latter case, the ad may not encourage purchase and/or consumption of an alcoholic beverage.
- IV. With regard to accepting advertising for tobacco products, the following guidelines are to be followed:
  - A. Tobacco advertising may not exceed 20% of space in any given month.
  - B. Tobacco product advertising must comply with all federal, state, and local requirements dealing with such advertising (e.g. surgeon general's warning).
  - C. Handi-NEWS & NOTES officials will be the final judge of the appropriateness of tobacco product advertising.
  - D. At the discretion of Handi-NEWS & NOTES, space may be sold and/or otherwise provided featuring a tobacco product brand and/or company when the brand and/or company is a major sponsor of an event. In the latter case, the ad may not encourage purchase and/or use of a tobacco product.